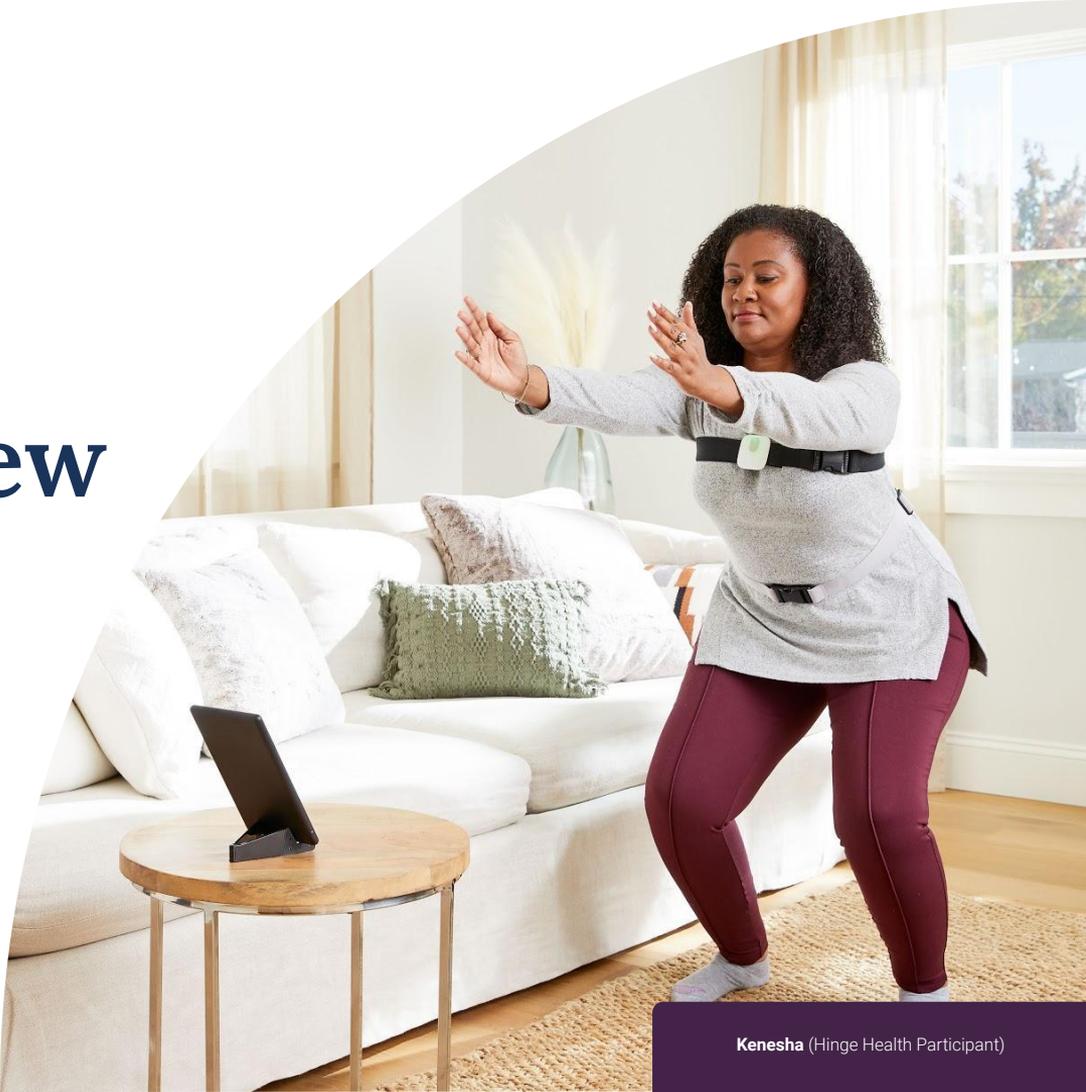




# Mid-Year Review

September 1, 2022



© HINGE HEALTH 2022 CONFIDENTIAL

**Kenesha** (Hinge Health Participant)

# Today's agenda

- 01 Program Results
- 02 User Testimonials
- 03 Looking Ahead
- 04 Appendix

01

# Program results

PROGRAM ENGAGEMENT

# 2022 Launch Breakdown

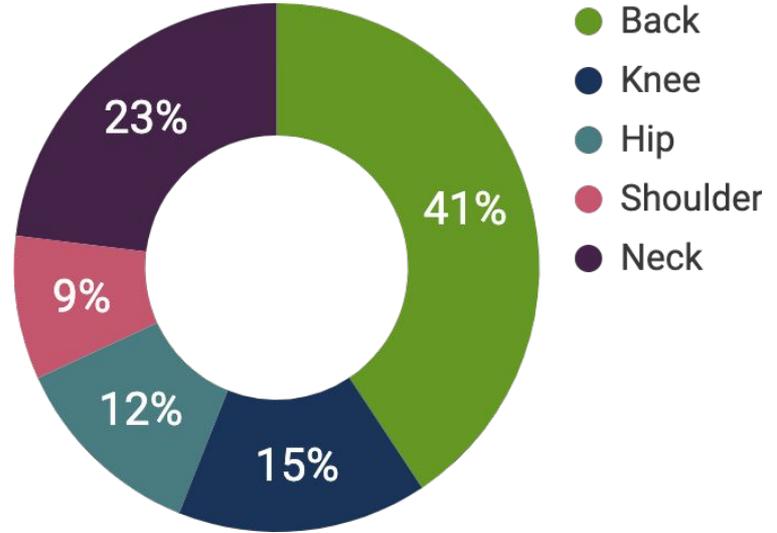
8,600 employees & dependents eligible

Chronic Users Engaged 93

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Acute Users Engaged 8

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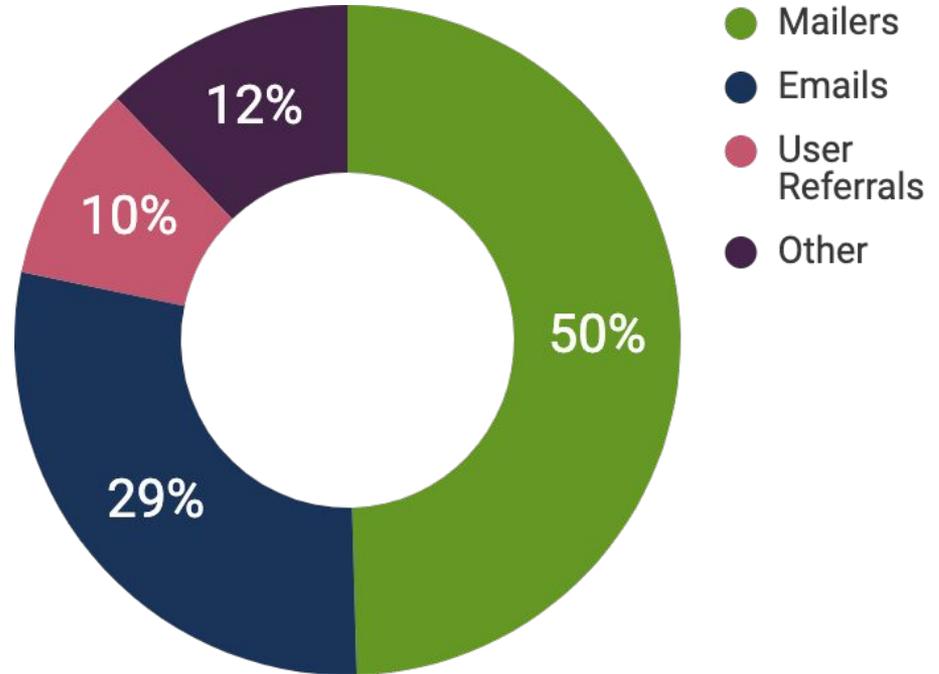
Breakdown by Chronic Pathway

# Marketing channels

Enrollment breakdown by channel

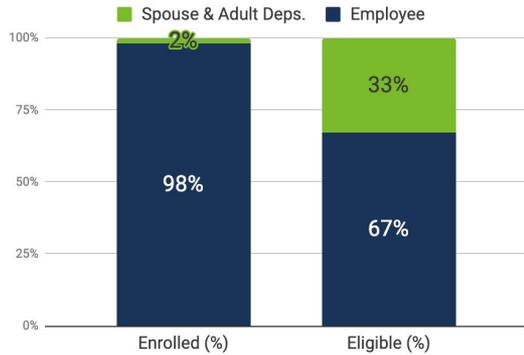
## Recruitment Summary:

- Sent 3 emails and 3 postcards
- Direct outreach (emails and mailers) generated 79% of sign ups
- User referrals generated 10% of sign ups

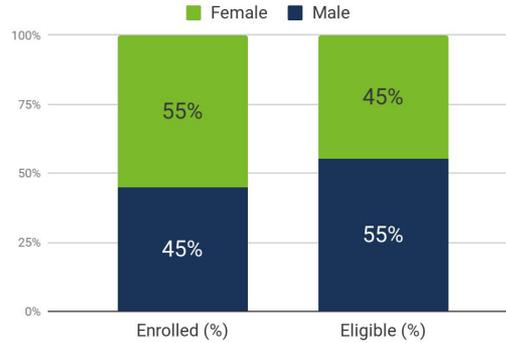


# Demographic breakdown

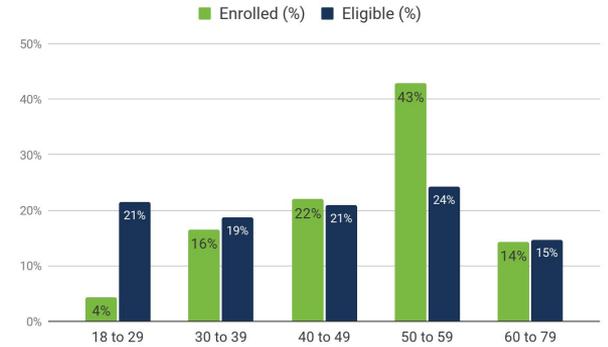
Member Type



Gender

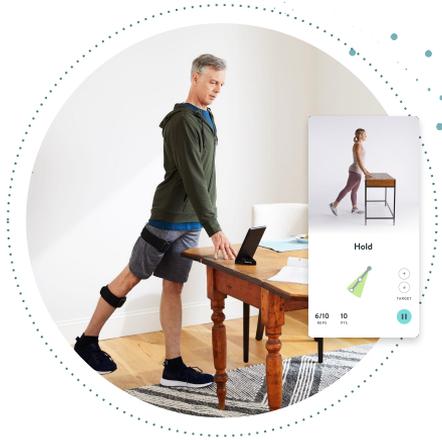


Age



# Three pillars of successful non-surgical intervention

“For meaningful and lasting improvements, must go beyond just physical therapy.” — CDC



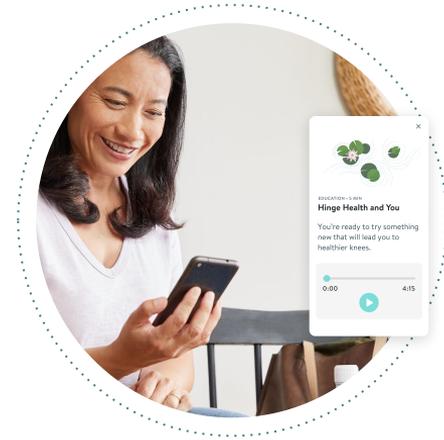
## Exercise therapy

Real-time feedback & tracking



## Behavioral support

1:1 health coaching



## Education

Personalized curriculum

## OUTCOMES

# Engagement

Average activity per participant through Week 12

### Exercise therapy sessions

Using the Hinge Health app

18.3

1,584 total exercises

### Care team interactions

Via SMS and/or in-app messages

48.9

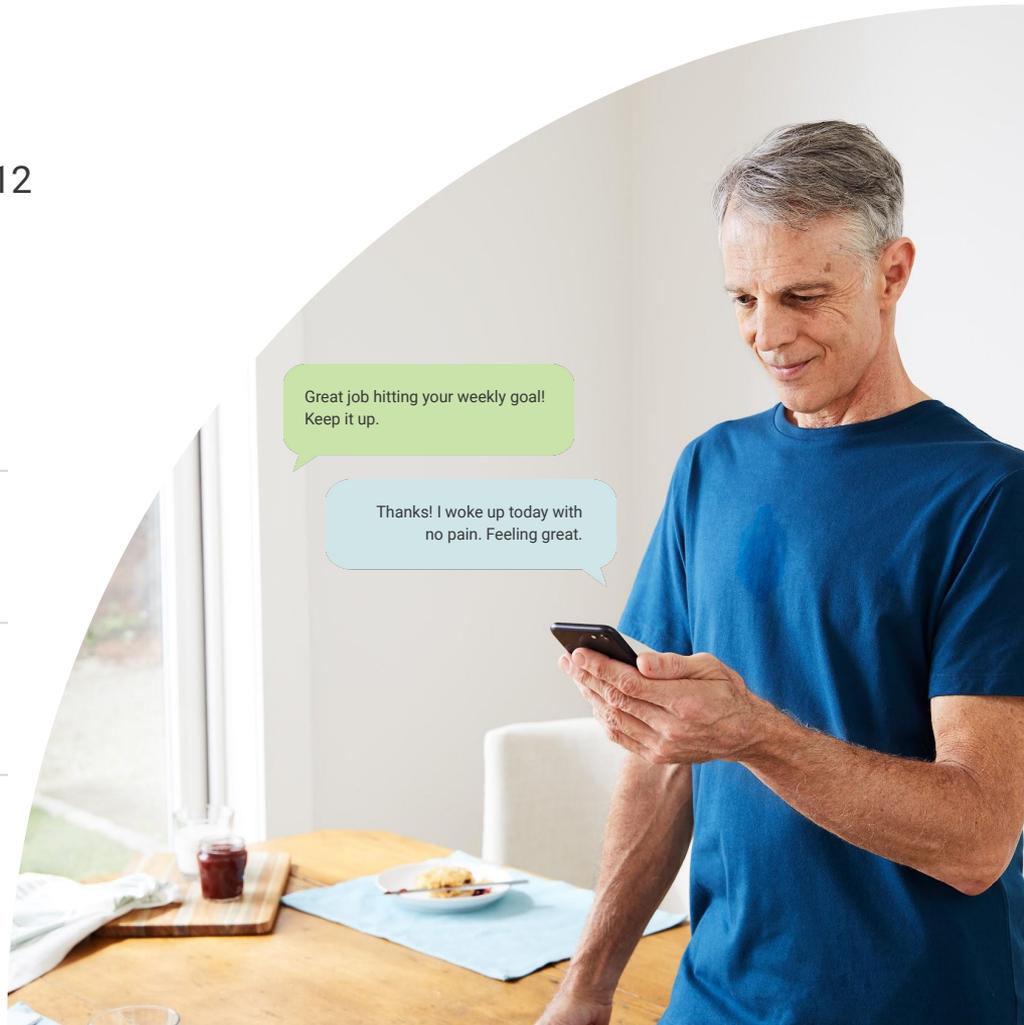
4,708 total interactions

### Education articles read

Average 400 words per article

11.4

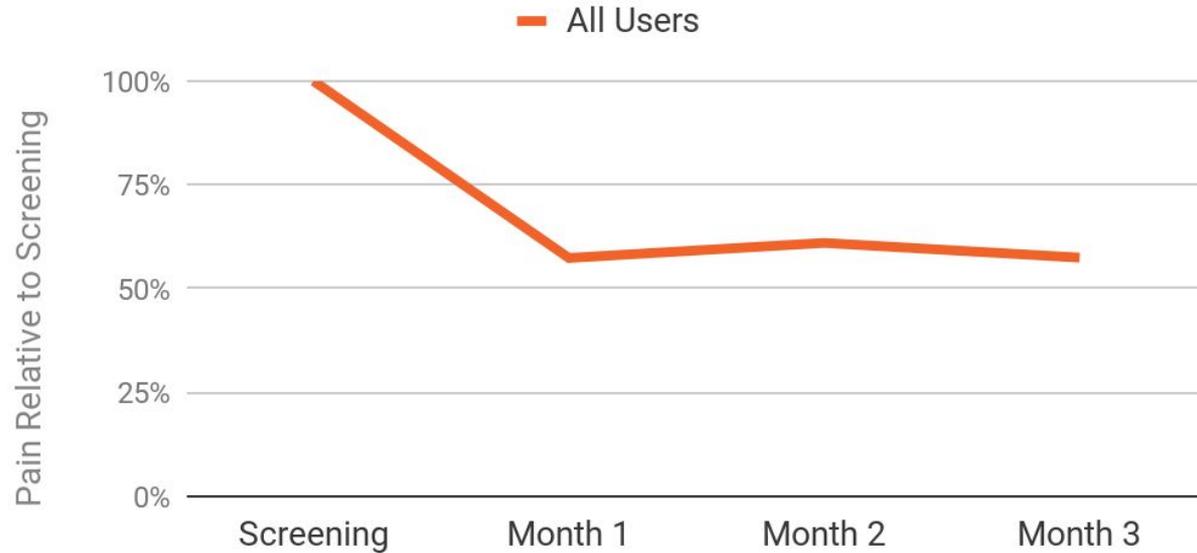
999 articles read



OUTCOMES

# Pain reduction

42% reduction in pain relative to screening



## OUTCOMES

# 3.0x ROI

Projected ROI from pain reduction

Week 12 pain reduction	41.8%
Savings per 1% pain reduction	\$71.09
Program participants*	80
<b>Gross savings</b>	<b>\$237,725</b>
Hinge Health total costs	\$79,600
<b>ROI</b>	<b>3.0x</b>

\* Participants that have reached at least 12 weeks of the program

## ROI Calculation

$\text{Pain Reduction} \times 100 \times \$71.09$   
 $\times \text{Program Participants}$

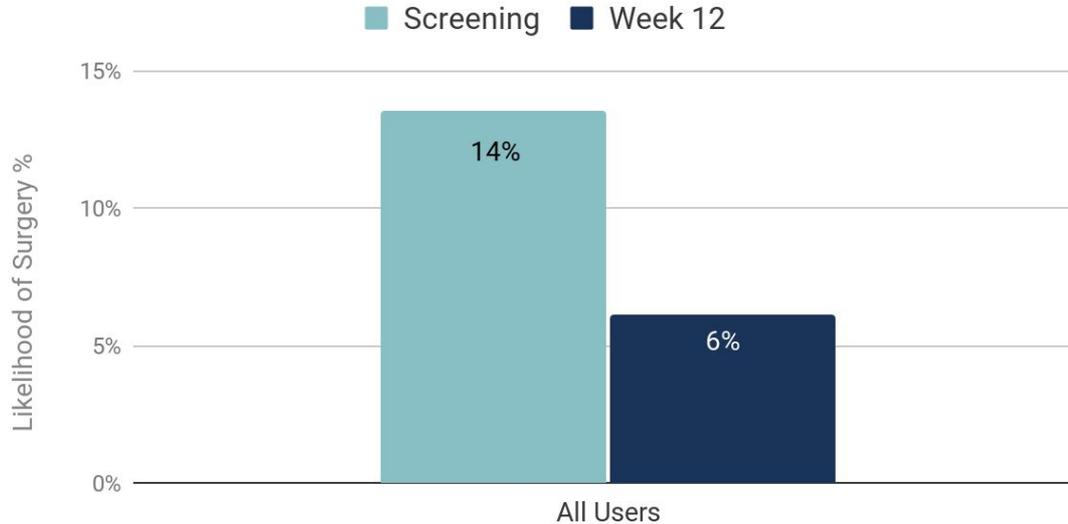
$\text{Hinge Health Cost}$



OUTCOMES

# Surgery likelihood

55% decrease in surgery intent among participants within the next year.



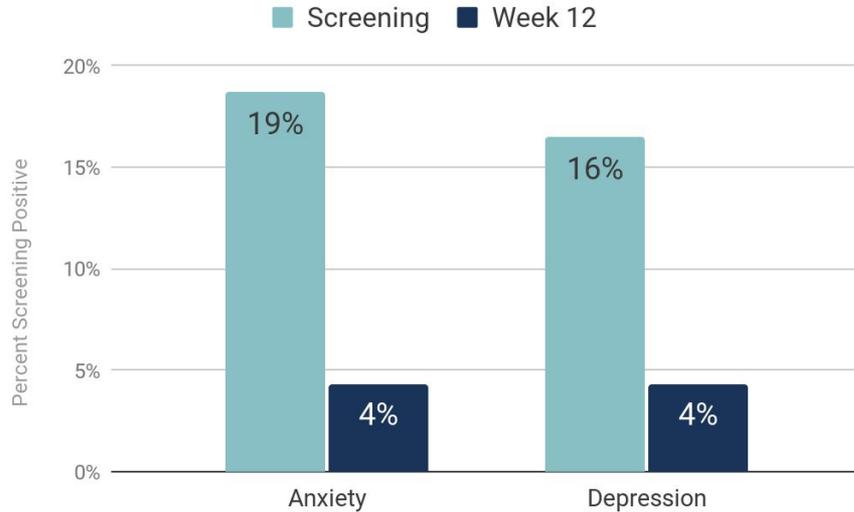
**Reduction in  
surgery likelihood**

**-55%**

OUTCOMES

# Anxiety & depression

Percentage of participants screening positive for anxiety & depression\*



**Reduction in MH Screens**

**-76%**

**-73%**

\*PHQ9 to screen for depression and GAD7 to screen for anxiety  
Limited to members that completed the questionnaire at screening and at Week 12, respectively

02

# Testimonials

OUTCOMES

# Participant satisfaction & NPS

Strong at 12 weeks

Satisfaction 9.1/10

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Net Promoter Score 67

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## Net Promoter Score (NPS)

% of promoters (scores 9–10)  
minus % of Detractors  
(scores 0–6)



USER TESTIMONIAL

# Neck participant: 55–60yo

	Before Hinge Health	After Hinge Health
<b>Pain level</b>	5/10	1/10
<b>Lifestyle impact</b>	Daily pain that limited daily activities and tasks	Increased range of motion and flexibility



Coached by Colette Thompson

Physical Therapist: Hannah Hargis



“Consistently doing the exercises throughout the week has greatly decreased my neck pain and spasms. I have greatly improved since the start of the program.”

# City of Fort Worth User Testimonials

Quotes from participants

“The whole program has been great. **My strength and mobility have increased and I have no knee pain anymore.** I continue to do my exercises and stretching outside of the app. Thank you for all of your encouragement! ”

Knee program, 55-60 years old

“Thank you to my coach, Becky, for the encouragement over the weeks. Even during times you may not have known it was needed. Thank you for the support! **I would definitely encourage this program for others!**”

Back program, 60-65 years old

**“This is the only exercise program I have been able to stick to, so that in itself is a lot of gain for me. I am thankful for my progress and for my coach for the encouragement.”**

Back program, 60-65 years old

03

# Looking ahead

# Looking Ahead: 2022 Next Steps

## Enrollment Scope

**Projected enrollments: 330 participants annually**

- 8.6k adult (18+) member population

## Campaign Timeline

**Propose 2 communication campaigns in 2022:**

- Q2: April 22, 2022 - Completed
- Q4: November 1, 2022

## Additional Updates

**Women's Pelvic Health**

04

# Appendix

# Program Definitions

- ✓ **Members Engaged**  
Billable members who have completed at least 1 exercise therapy session or read 1 education article
- ✓ **Pain Reduction**  
Percent reduction of pain relative to screening, logged by users throughout the program each time they use app
- ✓ **ROI**  
Across 3 different cost savings studies, for every 1% reduction in pain, HH saves \$71.09 in total MSK spend per participant
- ✓ **ROI Calculation**  
 $(\% \text{ Pain Reduction} \times 100 \times \$71.09 \times \text{Program Participants}) / \text{Hinge Health Cost}$
- ✓ **Surgery Likelihood**  
Users are asked how likely they are to get surgery for their back/joint pain in the next 1 year – logged by users at screening, week 6, and week 12
- ✓ **Mental Health**  
Percent reduction of users screening positive for anxiety and depression using clinically-validated screeners, GAD7 & PHQ9, respectively – logged by users at screening, week 6, and week 12
- ✓ **Productivity**  
Percent reduction of absenteeism and presenteeism aggregated using the clinical survey tool WPAI (Work Productivity and Activity Impairment Questionnaire) – logged by users at screening, week 6, and week 12
- ✓ **Net Promoter Score**  
Percent of users rating HH at 9/10 or 10/10 – percent of users rating HH at 0/10 to 6/10 – logged by users every 3-4 weeks

## APPENDIX

# ROI methodology

Validated by research at Stanford, UCSF, Vanderbilt, and top consultants

Study	Clinical Outcomes	Financial Outcomes
	Pain reduction	saved in total MSK spend per participant/year
Large-scale Longitudinal Study <sup>1</sup> (2020, N=10,264 participants)	↓ <b>69%</b>	<b>\$5,012.52</b>
3 Year Medical Claims Analysis <sup>2</sup> (2019, N=431 participants)	↓ <b>58%</b>	<b>\$4,523.53</b>
Randomized Control Trial <sup>3</sup> (2018, N=162 participants)	↓ <b>61%</b>	<b>\$4,336.63</b>

Clinical research showed Hinge Health saved **\$71.09 per participant per year for every 1% decrease in pain**

Source: <sup>1</sup> Bailey (2020). [JMIR](#). 10,000 Participant Longitudinal Cohort Study. <sup>2</sup> Hinge Health (2019) Employer Medical Claims Analysis,

<sup>3</sup> Mecklenburg (2018). [JMIR](#) Effects of a Digital Care Program (Knee)

# ROI methodology

We focus on clinical outcomes to validate our ROI

- 01 **Calculate average % pain reduction** based on participant reported pain at baseline and at week 12 using the visual analog scale (VAS) from 0-10.
- 02 Based on 3 validated medical claims analysis on total MSK spend reduction, Hinge Health saves \$71.09 per 1% pain reduction. **Calculate the Year-1 savings by multiplying the average % pain reduction by \$71.09.**
- 03 **ROI is calculated by comparing the cost of the Hinge Health program to the calculated Year-1 savings.**